



WCPO

wcpo.com  
kypost.com

## ORDER

Print Date 08/30/12

Page 1 of 3

Flight Dates 10/02/12-10/08/12

Contract / Revision 308884 /

Original Date / Revision  
08/30/12 08/30/12

Advertiser Priorities USA Action

Agency Mundy Katowitz Media Inc

Buying Contact

1322 G Street SE  
Washington, DC 20003-3021

Product

Issue. PUSA TV 10.2-10.8.12

Agency Com 15%

Billing Contact

1322 G Street SE  
Washington, DC 20003-3021

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1563

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	31	\$22,015.00	\$25,900.00	0.00	10/01/12	10/08/12	31	\$22,015.00	\$25,900.00
Totals	31	\$22,015.00	\$25,900.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
2	WCPO	10/02/12	10/04/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	-T-T---	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/01/12	10/07/12	-T-T---		2		\$225.00		0.00					
3	WCPO	10/03/12	10/05/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	--W-F--	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/01/12	10/07/12	--W-F--		2		\$900.00		0.00					
4	WCPO	10/02/12	10/04/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	-T-T---	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



WCPO

Print Date: 08/30/12

Page 2 of 3

wcpo.com  
kypost.comContract / Revision **308884** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:20:00

Advertiser **Priorities USA Action** Product **Issue. PUSA TV 10.2-10.8.1** Estimate # **1563**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
4	WCPO	10/02/12	10/04/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	- T- T- - -	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- T- T- - -					2	\$900.00		0.00			
7	WCPO	10/03/12	10/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	- - W- F- -	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - W- F- -					2	\$600.00		0.00			
E 8	WCPO	10/04/12	10/08/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	M- - T- - -	:30	1	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - T- - -					1	\$750.00		0.00			
		Week: 10/08/12	10/14/12	M- - - - -					1	\$750.00		0.00			
9	WCPO	10/05/12	10/05/12	M-F 1-2p M-F 1-2p	CM	1258-2p	- - - - F- -	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - - F- -					1	\$800.00		0.00			
10	WCPO	10/03/12	10/03/12	M-F 3-4p M-F 3-4p	CM	3-4p	- - W- - - -	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - W- - - -					1	\$650.00		0.00			
12	WCPO	10/02/12	10/02/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	- T- - - - -	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- T- - - - -					1	\$1,500.00		0.00			
14	WCPO	10/02/12	10/08/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	M- - - - -	:30	1	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- T- - - - -					1	\$2,000.00		0.00			
		Week: 10/08/12	10/14/12	M- - - - -					1	\$2,000.00		0.00			
16	WCPO	10/03/12	10/03/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	- - W- - - -	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - W- - - -					1	\$900.00		0.00			
17	WCPO	10/04/12	10/04/12	M-F 730-8p 730-8p Let's Ask America	CM	M-F 730-8p	- - - T- - -	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - T- - -					1	\$900.00		0.00			
18	WCPO	10/05/12	10/05/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	- - - - F- -	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - - F- -					1	\$1,500.00		0.00			
20	WCPO	10/07/12	10/07/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	- - - - - S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - - - S					1	\$450.00		0.00			
21	WCPO	10/02/12	10/04/12	M-F 10-11a Right This Morn M-F 10-11a	CM	10-11a	- T- T- - -	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- T- T- - -					2	\$350.00		0.00			
23	WCPO	10/03/12	10/05/12		CM	M-F 9-10a	- - W- F- -	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00

